

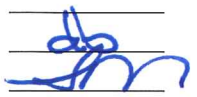
# EVERETT CITY COUNCIL AGENDA ITEM COVER SHEET

**PROJECT TITLE:**

Amendment No. 2 to the  
CivicPlus Advantage Contract  
to add Active Directory  
Domain Services

\_\_\_\_\_ Briefing  
\_\_\_\_\_ Proposed Action  
\_\_\_\_\_ Consent  
\_\_\_\_\_ Action  
\_\_\_\_\_ First Reading  
\_\_\_\_\_ Second Reading  
\_\_\_\_\_ Third Reading  
\_\_\_\_\_ Public Hearing  
\_\_\_\_\_ Budget Advisory

COUNCIL BILL # \_\_\_\_\_  
Originating Department Administration  
Contact Person Meghan Pembroke  
Phone Number 425-257-8687  
FOR AGENDA OF December 14, 2016

Initialed by:  
Department Head \_\_\_\_\_  
CAA \_\_\_\_\_  
Council President 

**Location**

**Preceding Action**

**Attachments**

**Department(s) Approval**

Original Agreement

CivicPlus Agreement  
Amendment

Administration,  
Information Technology

Amount Budgeted	\$3138	
Expenditure Required	\$3138	\$3138 – GL 505-5130000410
Budget Remaining	-0-	
Additional Required	-0-	

**DETAILED SUMMARY STATEMENT:**

The CivicPlus Advantage Contract was approved by City Council on August 13, 2014. Amendment No. 2 provides Active Directory Domain Services to be enabled between CivicPlus and City of Everett's new CivicPlus Intranet website. This is to eliminate the need to log in with a City of Everett Network ID and Password when accessing the Intranet from a City issued device.

**RECOMMENDATION (Exact action requested of Council):**

Authorize the Mayor to sign Amendment No. 2 to the CivicPlus Advantage Contract to add Active Directory Domain Services in the amount of \$3,138 including Washington State sales tax.



Agreement Amendment  
Everett, WA

THIS AGREEMENT AMENDMENT is agreed to by and between CivicPlus, Inc., d/b/a CivicPlus ("CivicPlus") and Everett, Washington ("Client") (jointly, "Parties") and shall be effective as of the date of signing indicated at the end of this amendment.

**RECITALS**

WHEREAS, CivicPlus is engaged in the business of developing, marketing and selling custom community engagement platforms that include web sites, web interfaces and portals and a proprietary government content management system and associated modules; in addition to project development, design, implementation, support and hosting services;

WHEREAS, Client is currently engaged in a relationship with CivicPlus for website development and hosting services as set forth in the original Service & License Agreement signed on August 27, 2014 ("Agreement");

WHEREAS, Client and CivicPlus have agreed to alter certain terms as set forth in the Agreement by this written instrument duly executed by the Parties, the modification of terms as specified in this amendment.

NOW, THEREFORE, Client and CivicPlus agree as follows:

**Scope of Services**

1. ADFS setup & hosting is hereby added to Client's account for use, to be invoiced at signing and subject to the Terms & Conditions of the Agreement, applicable taxes apply.

Additional Service	One-time setup cost	Annual Fee Increase <i>Subject to 5% annual increase</i>
ADFS Setup & hosting (include 10 hours' setup)	\$1,500.00	\$1,500
Total First Year Fees		\$3,000

**Acceptance**

We, the undersigned, agreeing to the conditions specified in this Amendment, understand and authorize the provision of services outlined in this Amendment.

Client

Date

12-1-16

CivicPlus

Date

**Sign and e-mail or Fax this Amendment**

Email: [Contracts@CivicPlus.com](mailto:Contracts@CivicPlus.com)

Fax: 785-587-8951



## CivicPlus Advantage Contract

Organization	City of Everett		URL	ci.everett.wa.us (old)/everettwa.gov (new)	
Street Address	2930 Wetmore Avenue				
Address 2					
City	Everett	State	WA	Postal Code	98201
CivicPlus provides telephone support for all trained clients from 7am - 7pm Central Time, Monday-Friday (excluding holidays). Emergency Support is provided on a 24/7/365 basis for representatives named by the Client. Client is responsible for ensuring CivicPlus has current updates.					
Emergency Contact & Mobile Phone	Meghan Pembroke, 425-257-8687 (office), 425-418-0936 (Mobile)				
Emergency Contact & Mobile Phone	Marla Carter, 425-257-8875 (office), 425-512-3747 (Mobile)				
Emergency Contact & Mobile Phone	IT Department Help Desk, 425-257-6464 (M-F, 8:00 AM - 5:00 PM PST)				
Billing Contact	Meghan Pembroke		E-Mail	mpembroke@everettwa.gov	
Phone	425-257-8687	Ext.	8687	Fax	425-257-8729
Billing Address	2930 Wetmore Avenue, Suite 10-A				
Address 2					
City	Everett	ST	WA	Postal Code	98201
Tax ID #	91-6001248		Sales Tax Exempt #	N/A	
Billing Terms	Annual		Account Rep	Danny Elmore	
Info Required on Invoice (PO or Job #)					
Contract Contact	Dorothy Claymore		Email	dclaymore@everettwa.gov	
Phone	425-257-7070	Ext.	7070	Fax	425-257-8864
Project Contact	Meghan Pembroke		Email	mpembroke@everettwa.gov	
Phone	425-257-8687	Ext.	8687	Fax	425-257-8729

## Terms &amp; Conditions

## Client Deliverable

1. Icon Enterprises, Inc., d/b/a CivicPlus ("CivicPlus") will create a unique website for the City of Everett ("Client") that includes all functionality as defined in Exhibit A - CivicPlus Project Deliverables and Exhibit C - Website Redesign and Implementation of a Web Content Management System Proposal, attached hereto. All services shall be provided in a professional and workmanlike manner and in compliance with industry standards and by qualified personnel.

## Additional Services

2. Client may contract, by written amendment to this agreement, with CivicPlus for additional Consulting, Website Design, Setup, Programming, and Training services (CivicPlus Project Deliverables) that exceed those defined in Exhibit A. CivicPlus will invoice Client for the additional services immediately prior to project Go-Live.



## Service & License Agreement for **Everett, WA**

3. Client may contract, by written amendment to this agreement, with CivicPlus for additional Annual Services that exceed those defined in Exhibit A. CivicPlus will invoice Client for Annual Services immediately prior to project Go-Live.
4. Services that involve billable time beyond the contracted amount will be documented and invoiced. Written approval by the Client is necessary before billable time is incurred.
5. Modules that incur additional usage fees may be purchased and activated at any time.

### **CivicPlus Advantage Billing & Payment Terms**

The following agreement terms apply to the CivicPlus Advantage Plan – whereby the initial project development fees and recurring fees are paid equally over a three (3) year period. See Exhibit A for complete details and fee options.

6. Billing for the CivicPlus Advantage Plan begins upon contract signing.
7. The Client shall sign a project completion and acceptance form prior to Project Go-Live. All Parties agree that the website will not go-live until the project is accepted in writing by the Client. At the time of project acceptance, immediately prior to website go-live, if the City does not reasonably agree that CivicPlus has delivered a fully functioning government website, CivicPlus will refund any fees paid, and cancel any project development invoices outstanding, and cancel this agreement completely, with no remaining obligations. By signing the project acceptance form, the City agrees that CivicPlus has created a fully functioning government website; at that time the website will go-live.
8. The CivicPlus Advantage Plan provides a fixed fee for an Agreement term of 36 months from the first date of billing. At 36 months, Client has the following options:
  - a. Contract for 12 months of standard Annual Services with CivicPlus. Base rate of \$12,987 is subject to a technology investment and benefit fee of 3 percent (%) of the total Annual Services costs.
    - i. After forty-eight (48) months of continuous service, Client is entitled to a no-cost redesign, details noted in Exhibit B. Redesigns that include additional features not available on the original website may be subject to additional charges. Additional features include, but are not limited to, additional modules and integration of third-party software.
  - b. Terminate services with CivicPlus by providing written notice as noted in Term 15.
9. Fees for the CivicPlus Advantage Plan are invoiced prior to the year of service. They are due by the first of the following month, but no sooner than 30 days from invoice date.
10. Project development will be discontinued if payment is not made within 30 days after the invoice due date.
11. After project go-live, if the Client's account exceeds 60 days past due, Support will be discontinued until the Client's account is made current. If the Client's account exceeds 90 days past due, Annual Services will be discontinued until the Client's account is made current. Client will be given 30 days notice prior to discontinuation of services for non-payment.
12. The Client will be invoiced electronically through email. Upon request CivicPlus will mail invoices and the Client will be charged a \$5.00 convenience fee.
13. Unless otherwise limited by law, a finance charge of 2.9 percent (%) per month or \$5.00, whichever is greater, will be added to past due accounts. Payments received will be applied first to finance charges, then to the oldest outstanding invoice(s).
14. Provided the Client's account is current, at any time the Client may request, and CivicPlus will provide, an electronic copy of the website graphic designs, the page content, all module content, all importable/exportable data, and all archived information ("Customer Content"). Client agrees to pay \$250 per completed request. Provided the Client's account is current, upon termination of services Client may request, and CivicPlus will provide, a complimentary electronic copy of website Customer Content.

### **Agreement Renewal**

15. Either party may terminate this Agreement at the end of the contract term by providing the other party with 60 days written notice, prior to the contract renewal date. Alternatively, the Client may, upon receipt of the CivicPlus invoice for the renewal, give notice of termination. The Contract Renewal Date is thirty-six (36) months after the original contract was signed by the Client. Renewal Options are listed in Term 8 of this Agreement.
16. In the event of early termination of the Agreement by the Client within the first twelve (12) months of the Agreement, full payment of the remainder of the total First Year fees are due within 15 days of termination, unless Client terminated this Agreement for cause because of CivicPlus breach of this Agreement, in which case no fees are due.



## Service & License Agreement for Everett, WA

17. In the event of early termination of the Agreement by the Client after twelve (12) months, but before the expiration of the Agreement, Annual Services fees for year(s) two (2) and three (3) will be prorated and Client will be charged only for the time it remains as a Client of CivicPlus. Full payment of the remainder of the total First Year fees and prorated fees are due within 15 days of termination, unless Client terminated this Agreement for cause because of CivicPlus breach of this Agreement, in which case no fees are due. .

### Support

18. CivicPlus will provide unlimited telephone support Monday-Friday, 7:00 am – 7:00 pm (Central Time) excluding holidays, for all trained Client staff. Emergency Support is provided on a 24/7/365 basis for emergency contacts named by the Client. Client is responsible for providing CivicPlus with contact updates.
19. Support includes providing technical support of the GCMS® software, application support (pages and modules), and technical maintenance of Client's website. Following initial setup, additional page design, graphic design, user training, site modification, and custom programming may be contracted separately for an additional fee.
20. During the period of this agreement and subsequent annual renewals, CivicPlus warrants that it will, without additional charge to the Client, take action to correct any problems or defects discovered in the GCMS® software and reported to CivicPlus by the Client, such warranty to include ongoing maintenance upgrades and technical error correction.
21. CivicPlus provides online website statistics software at no extra charge. If Client desires to use other website statistic software, CivicPlus will provide the necessary log file access.

### Marketing

22. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to gather information and meet deadlines associated with website award contest entries throughout the term of this Agreement.
23. Client permits CivicPlus to include an example of the Client's home page and a link to the Client's website on the CivicPlus corporate website.
24. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to create a news item to be released in conjunction with their project Go-Live date. Client will provide CivicPlus with contact information for local and regional media outlets. CivicPlus may use the press release in any marketing materials as desired throughout the term of this Agreement.
25. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to create a case study related to their website
26. Client allows CivicPlus to display a "Government Websites by CivicPlus" insignia, and web link at the bottom of their web pages. Client understands that the pricing and any related discount structure provided under this agreement assumes such perpetual permission.

### Intellectual Property, Ownership & Content Responsibility

27. Upon full and complete payment of submitted invoices for the Project Development and launch of the website, Client will own the Customer Content.
28. Upon completion of the development of the site, Client will assume full responsibility for website content maintenance and content administration. Client, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Customer Content.
29. Client shall not (i) license, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the GCMS® software in any way; (ii) modify or make derivative works based upon the GCMS® software; (iii) create Internet "links" to the GCMS software or "frame" or "mirror" any GCMS® administrative access on any other server or wireless or Internet-based device; or (iv) reverse engineer or access the GCMS® software in order to (a) build a competitive product or service, (b) build a product using similar ideas, features, functions or graphics of the GCMS® software, or (c) copy any ideas, features, functions or graphics of the GCMS® software.
30. The CivicPlus name, the CivicPlus logo, and the product and module names associated with the GCMS® software are trademarks of CivicPlus, and no right or license is granted to use them.



#### **Indemnification**

31. Each party shall defend, indemnify and hold harmless the other party, its elected and appointed officials, partners, employees, and agents from and against any and all lawsuits, claims, demands, penalties, losses, fines, liabilities, damages, and expenses including attorney's fees of any kind, without limitation, in connection with the operations of and installation of software contemplated by this Agreement, or otherwise arising out of or in any way connected with the CivicPlus provision of service and performance under this Agreement. This section shall not apply to the extent that any loss or damage is caused by the negligence or willful misconduct on the part of the party seeking the defense, indemnity or hold harmless. . If Client and CivicPlus are both negligent, damages shall be apportioned in accordance with the percentage of negligence of each party. This paragraph is not intended to benefit entities not a party to this contract.

#### **Liabilities**

32. CivicPlus will not be liable for any act, omission of act, negligence or defect in the quality of service of any underlying carrier or other service provider whose facilities or services are used in furnishing any portion of the service received by the Client, except for those carriers/providers contracted by CivicPlus in the delivery of its obligations/deliverables under this Agreement.. CivicPlus will not be liable for any failure of performance that is caused by or the result of any act or omission by Client or any entity other than CivicPlus that furnishes services, facilities or equipment used in connection with CivicPlus services or facilities.
33. Except as expressly provided in this Agreement, CivicPlus makes no expressed or implied representations or warranties, including any warranties regarding merchantability or fitness for a particular cause.

#### **Force Majeure**

34. No party shall have any liability to the other hereunder by reason of any delay or failure to perform any obligation or covenant if the delay or failure to perform is occasioned by force majeure, meaning any act of God, storm, fire, casualty, unanticipated work stoppage, strike, lockout, labor dispute, civic disturbance, riot, war, national emergency, act of Government, act of public enemy, or other cause of similar or dissimilar nature beyond its control.

#### **Taxes**

35. It is CivicPlus' policy to pass through sales tax in those jurisdictions where such tax is required. If the Client is tax-exempt, the Client must provide CivicPlus proof of their tax-exempt status, within fifteen (15) days of contract signing, and this agreement will not be taxed. If the Client's state taxation laws change, the Client will begin to be charged sales tax in accordance with their jurisdiction's tax requirements and CivicPlus has the right to collect payment from the Client for past due taxes.

#### **Miscellaneous Provisions**

36. All work performed by CivicPlus in connection with the services performed under this Agreement shall be performed by CivicPlus as an independent contractor and not as the agent or employee of the City.
37. A party's forbearance or delay in exercising any right or remedy with respect to a default by the other party under this Agreement shall not constitute a waiver of the default at issue. Nor shall a waiver by either party of any particular default constitute a waiver of any other default or any similar future default.
38. The provisions of this Agreement are for the exclusive benefit of the City and CivicPlus. This Agreement shall not be deemed to have conferred any rights, express or implied, upon any third person.
39. This Agreement shall be governed by and enforced in accordance with the laws of the State of Washington. The venue of any action arising out of this Agreement shall be in the Superior Court of the State of Washington in and for Snohomish County.
40. This Agreement, including Exhibits A and B, constitutes the full and entire understanding and agreement between the parties for performance of the services described herein. This Agreement may not be modified in any manner whatsoever without the express written consent of the City, and the express written consent of CivicPlus.



Service & License Agreement for Everett, WA

Acceptance

We, the undersigned, agreeing to the conditions specified in this document, understand and authorize the provision of services outlined in this Agreement.

Mugh P. Rahn  
Client

8/27/14  
Date

James D. Stue  
Legal

8/25/14  
Date

Ray Stephenson  
Mayor

8-27-2014

Sharon Fulle  
Clerk

8-27-2014  
Date

Debra McKen  
CivicPlus

Aug. 1, 2014  
Date

**Sign and E-mail or Fax this Copy**

Attn: Contract Manager  
E-mail: SalesCoordinators@CivicPlus.com  
Fax: 785-587-8951

**And – Mail Two (2) Signed Originals**

CivicPlus Contract Manager  
317 Houston St., Suite E  
Manhattan, KS 66502

We will e-mail or fax a counter-signed copy of the contract back to you so we can begin your project. Upon receipt of two signed originals, we will counter-sign and return one copy for your files.

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## Exhibit A - CivicPlus Project Deliverables

All Quotes are in US Dollars and Valid for 30 Days from July 15, 2014.

<b>Project Development and Deployment</b>	
<i>Initial GCMS® upgrades, maintenance, support and hosting – no additional cost</i>	<b>\$79,058</b>
<i>Server Storage not to exceed 100 GB</i>	
<b>Total First Year Fee</b>	<b>\$79,058</b>
<b>Total Second Year Fee</b>	<b>\$12,609</b>
<b>Total Third Year Fee</b>	<b>\$12,609</b>

At the request of the City of Everett, CivicPlus agrees to redistribute their standardized pricing as follows:

<b>CivicPlus Advantage Project Development &amp; Annual Services</b>	
<b>Year One</b>	<b>\$ 34,759</b>
<b>Year Two</b>	<b>\$ 34,759</b>
<b>Year Three</b> (Client may terminate contract at the end of 36 months or select from options available in Term 8 of the Terms & Conditions)	<b>\$ 34,759</b>

--Remainder of this page left intentionally blank--





## Project Development

<b>Kick-Off Meeting</b> <u>Deliverable:</u> Project Timeline, training jump start and worksheets	Included
<b>Phase 1: Consulting</b> <u>Deliverable:</u> Needs assessment, best practices and worksheets	Included
<b>Phase 2: Website Preview Presentation</b> <u>Deliverable:</u> Website layout and mood board will be presented for your approval	Included
<b>Phase 3: Website Reveal Presentation</b> <u>Deliverable:</u> Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	Included
<b>Phase 4: 40 Hours Customized Interactive Webinar Training</b> for up to 6 employees <u>Deliverable:</u> Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	Included
<b>Phase 5: Go Live</b> <u>Deliverable:</u> Content migrated from the current primary site to new site based on best practice recommendations. Custom website. Registration of site with all major search engines. <i>Note: Content from sites other than the primary site can be migrated to the new primary site for an additional fee.</i>	Included
<b>Additional Functionality</b>	
Google Translation Tool	Included
Unlimited Users - Citizen's Request Tracker	Included
Subsite – includes up to 20 pages of content migration	Included
2 Department Header Packages – includes up to 20 pages of content migration each	Included
LDAP Integration	Included
<b>Options Included in One-Time Fee</b>	
<b>Phase 1: Content Consultation</b> Three days on-site, up to six departments per day. <i>Quote includes travel expenses.</i> A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance. <u>Deliverable:</u> A comprehensive report on evaluation of current content (placement, length, style and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions.	Included
<b>Total Project Development and Deployment Fee</b> <i>Initial GCMS® upgrades, maintenance, support and hosting included – no additional cost Server Storage not to exceed 100 GB</i>	\$79,058
<b>Total Fees Year 1</b>	
<b>\$79,058</b>	



Project Development and Deployment Includes the Following:		
Modules	Functionality	
<ul style="list-style-type: none"> <li>• Agenda Center</li> <li>• Alerts Center &amp; Emergency Alert Notification</li> <li>• Archive Center</li> <li>• Bid Postings</li> <li>• Blog</li> <li>• Business/Resource Directory</li> <li>• Calendar</li> <li>• Carbon Calculator</li> <li>• Citizen Request Tracker™ (5 users)</li> <li>• Community Connection</li> <li>• Community Voice™</li> <li>• Document Center</li> <li>• ePayment Center</li> <li>• Facilities &amp; Reservations with Activities</li> <li>• Frequently Asked Questions</li> <li>• Forms Center</li> <li>• Healthy City</li> <li>• Intranet</li> <li>• Job Postings</li> <li>• My Dashboard</li> <li>• News Flash</li> <li>• Notify Me® email and 500 SMS subscribers</li> <li>• Online Job Application with 1 Generic Application</li> <li>• Opinion Poll</li> <li>• Photo Gallery</li> <li>• Quick Links</li> <li>• Real Estate Locator</li> <li>• Spotlight</li> <li>• Staff Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Action Items Queue</li> <li>• Audit Trail / History Log</li> <li>• Automated PDF Converter</li> <li>• Automatic Content Archiving</li> <li>• Dynamic Breadcrumbs</li> <li>• Dynamic Sitemap</li> <li>• Expiring Items Library</li> <li>• Graphic Link Administration</li> <li>• Links Redirect and Broken Links Finder</li> <li>• Menu Management</li> <li>• Mouse-over Menu Structure</li> <li>• MuniMobile™ (Mobile Website Browsing)</li> <li>• Online Editor for Editing and Page Creation (WYSIWYG)</li> <li>• Online Web Statistics</li> <li>• Printer Friendly/Email Page</li> <li>• Rotating Content</li> <li>• RSS</li> <li>• Site Layout Options</li> <li>• Site Search &amp; Entry Log</li> <li>• Slideshow</li> <li>• Social Media Integration (Facebook, Share and Twitter)</li> <li>• User &amp; Group Administration Rights</li> <li>• Web Page Upload Utility</li> <li>• Website Administrative Log</li> </ul>	
Support	Maintenance of CivicPlus Application & Modules	Hosting
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response During Normal Hours Usability Improvements Integration of System Enhancements Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Phone Consulting CivicPlus Connection	Install Service Patches for OS System Enhancements Fixes Improvements Integration Testing Development Usage License	Shared Web/SQL Server DNS Consulting & Maintenance Monitor Bandwidth-Router Traffic Redundant ISP Redundant Cooling Diesel Powered Generator Daily Tape Backup Intrusion Detection & Prevention Antivirus Protection Upgrade Hardware



**Exhibit B – Basic Redesign of Website**

**CivicPlus Project Development Services & Scope of Services for  
CP Basic Redesign**

- New design
- Redevelop banner
- Redevelop navigation method (may choose top drop-down or other options)
- Design setup - wireframe
- Redevelop graphic elements of website (Newsflash, FAQs, Calendar, etc.)
- Project Management
- Testing
- Review
- Content Migration – Includes retouching of all existing published pages to ensure proper formatting, menu structure, and application of new site styles. Note: Content will be formatted or pages broken up (shortened or re-sectioned)
- Site styles and page layouts will be touched so all pages match the new design and migrate cleanly
- Spelling and broken links will be checked and reported if unable to correct



Service & License Agreement for **Everett, WA**

## **Exhibit C – Website Redesign and Implementation of a Web Content Management System**



## Website Redesign and Implementation of a Web Content Management System

The City of Everett, WA • July 30, 2014



+ CONNECTING PEOPLE

Developed by Danny Elmore  
Regional Sales Manager  
317 Houston St., Suite E Manhattan, KS 66502  
888-228-2233 x310 + Direct 785-323-41510  
Fax 785-587-8951 + [elmore@CivicPlus.com](mailto:elmore@CivicPlus.com)



## Introduction

The city of Everett wishes to transform its website with an innovative design that enables visitors to find the services and information they need. The website should be user-friendly and utilize the latest technology to provide a convenient source of information to better communicate with citizens.

### The CivicPlus-Proven Development Approach

CivicPlus provides our eGovernment communication solution to more than 50 million citizens in more than 1,600 municipalities – cities and counties of every size across the United States, Canada and Australia. For more than a decade, CivicPlus has focused on government clients, giving our customers access to the latest in next-generation applications that meet and exceed their needs. Those needs include:

- A unique and customized website design with minimal work and time commitments from the city of Everett's staff
- Intuitive navigation and page layout with unlimited submenus and subpages
- Interactive functionality through our Government Content Management System (GCMS®)
- Continuously updated, cutting-edge solutions designed by eGovernment experts for governments
- A per-project, customized pricing model with comprehensive training and unlimited support included

### Hundreds of Cities & Counties Are Upgrading to CivicPlus Each Year

It's simple: CivicPlus knows municipal government.

- No one else offers the CivicPlus Government Content Management System (GCMS®).
- No one can match our interactive suite of tools that enable governments to better engage and communicate with their citizens.
- No one can match the CivicPlus development process and the depth of our implementations designed by experts who know local government, its people and its processes.
- No one can match our track record – period.

### CivicPlus for the city of Everett

The following proposal contents include:

- CivicPlus' capabilities, experience and commitment to our clients, as well as our approach and methodology to transforming your site
- Ongoing training and consultation
- Creativity and recommended functionality usage to engage and attract site visitors
- Price estimate

All estimates are negotiable based on client requests. We encourage you to schedule a 45-minute demonstration of the latest site developments and the administrative interface that allows non-technical users the ability to update the website as needed.

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**At CivicPlus, we have a passion for building websites. We'd like to partner with you to build a website your citizens will use.**

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## What Is Community Engagement?

At its core, community engagement is expectation.

More than 75 percent of U.S. residents are connected online. They bank online. They pay bills online. They chat, they opine, they find love... all via the internet. The web has become the first resource for the vast majority of people when they need to find an answer to a question, locate a service, file a complaint or conduct business.

The expectation is that local government should be conducting business online as well.

However, having an engaged community means going beyond the basics of the web. Community engagement is:

- **Transparency** - Removing the veil from local government by providing citizens with open access to government through citizen-centric technologies and information structures
- **Citizen Sourcing** - Encouraging citizens to get active, get involved and take ownership of local issues, all through an easily available communication method they're likely to use
- **MicroVoting** - Allowing citizens' voices to be heard, and making that voice resonate with government leaders in ways that allow for a finger to be placed on the pulse of the citizen's wants and needs

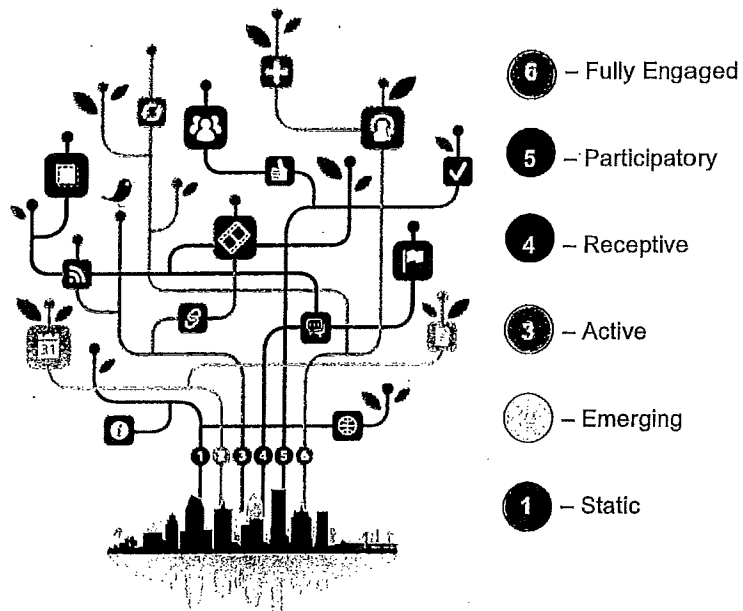
Local governments provide so much service, infrastructure and support to our communities, but too often those efforts go unnoticed and unappreciated. Community engagement is a two-way street – it's letting your citizens have a voice and letting them know why government matters.

### Where You Rank on the Community Engagement Scale™

Governments across the nation find themselves in various stages on the Community Engagement Scale™. Some may inhabit multiple stages, and others may be reluctant to engage more deeply due to concerns of openness and the criticism that may accompany it.

Where does the city of Everett fit within the 6 Levels of Digital Community Engagement? What does each stage look like? What will it take to reach the top?

Only CivicPlus can provide these answers, because CivicPlus is the only government website provider focused on equipping communities to better engage and interact with their citizens.



### How CivicPlus Can Make Your Job Easier

All of our modules and features are designed to help improve interaction with citizens and users on your website, but here are a few examples from CivicPlus that help take community engagement to the next level:

- |                            |                               |                   |
|----------------------------|-------------------------------|-------------------|
| • Citizen Request Tracker™ | • Community Voice™            | • Alert Center    |
| • Calendar                 | • Facilities and Reservations | • Form Center     |
| • Notify Me®               | • News Flash                  | • ePayment Center |



## History of CivicPlus

Since our inception, CivicPlus has been capturing the passion our customers have for their communities and their residents with high-quality, next-generation websites. We consider it a privilege to partner with municipalities to provide the individuals, families and organizations in your community a website that serves as a primary, interactive communication tool.

Icon Enterprises, Inc., does business as CivicPlus and Networks Plus and employs more than 100 people. Incorporated in Kansas in 1998, we began providing technical-related services in 1994.

CivicPlus was born out of four rural cities' desire for a progressive way to maintain their websites without the burden of employing a continual webmaster. They sought a system that would allow routine updates and changes to be implemented by city staff, regardless of technical skill. After close consultation with these four initial cities, an innovative tool that automated the process of updating website content was developed.

Today, under the leadership of founder Ward Morgan, CivicPlus has more than 165 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 1,600 clients. Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, communication programming and hosting.

Our technical and development staff holds a variety of certifications including: Microsoft-certified system engineer, Cisco-certified engineer, Microsoft-certified software developer, Microsoft Office user specialist and project management professional from the Project Management Institute.

### Company Information

<b>Legal Name</b>	Icon Enterprises, Inc., d/b/a CivicPlus	<b>Primary Office</b>	317 Houston St. Suite E Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
<b>Incorporated In</b>	State of Kansas		
<b>Company Founder</b>	Ward Morgan, President/CEO	<b>Company Website</b>	<a href="http://www.CivicPlus.com">www.CivicPlus.com</a>
<b>GSA Contract</b>	# GS-35F-0124U	<b>DIR Contract</b>	# DIR SDD 1636
<b>CMAS Contract</b>	# 3-13-70-2966A	<b>TIPS/TAPS Contract</b>	# 2092613
<b>Additional Locations</b>	Charleston, SC Sherwood, OR	Chicago, IL Spring Hill, KS	Fort Collins, CO St. Louis, MO Hermitage, TN Topeka, KS

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*"With CivicPlus, you're not just getting a website. It's social media, it's emergency alerts, it's my weekly blog, it's the mobile version of the site. Our website is tied to Facebook and Twitter, so updates are automatic. We're pushing information to where the people are. What good is all the good in your community if no one knows about it?"*

*-Thomas Russo, Newton Township, New Jersey*

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## The CivicPlus Effect – Award-Winning Websites & Exceptional Results

Since 2006, CivicPlus clients have won an amazing 377 awards for their websites, and recently, the Center for Digital Government awarded CivicPlus their "Best Fit Integrator" award for being among the best private-sector information technology integrators for delivering extraordinary digital solutions to public IT projects. This distinction puts CivicPlus alongside Accenture, IBM, Motorola and Northrup Grumman as the true leaders in municipal government technology.

Our customers are proof that by partnering with CivicPlus, your new website will be amazing. Below is just a sampling of some of the most prestigious awards in the industry earned by CivicPlus customers.

### Some of our Award-Winning Clients...

Castle Rock, CO	<a href="http://crgov.com">crgov.com</a>	Ontario County, NY	<a href="http://co.ontario.ny.us">co.ontario.ny.us</a>
Amherst, MA	<a href="http://amherstma.gov">amherstma.gov</a>	Richland, WA	<a href="http://ci.richland.wa.us">ci.richland.wa.us</a>
Hinton, AB	<a href="http://hinton.ca">hinton.ca</a>	Farragut, TN	<a href="http://townoffarragut.org">townoffarragut.org</a>
Avondale, AZ	<a href="http://ci.avondale.az.us">ci.avondale.az.us</a>	Maui County, HI	<a href="http://co.maui.hi.us">co.maui.hi.us</a>
Waunakee, WI	<a href="http://vil.waunakee.wi.us">vil.waunakee.wi.us</a>	Athens-Clarke County, GA	<a href="http://athensclarkecounty.com">athensclarkecounty.com</a>
Broken Arrow, OK	<a href="http://brokenarrowok.gov">brokenarrowok.gov</a>	Dodge City CVB, KS	<a href="http://visitdodgecity.org">visitdodgecity.org</a>
Richmond, CA	<a href="http://ci.richmond.ca.us">ci.richmond.ca.us</a>	Montrose, CO	<a href="http://cityofmontrose.org">cityofmontrose.org</a>
Missoula, MT	<a href="http://ci.missoula.mt.us">ci.missoula.mt.us</a>	Port of Galveston, TX	<a href="http://portofgalveston.com">portofgalveston.com</a>
Tequesta, FL	<a href="http://tequesta.org">tequesta.org</a>	Cumberland County, PA	<a href="http://ccpa.net">ccpa.net</a>
Beaverton, OR	<a href="http://beavertonoregon.gov">beavertonoregon.gov</a>	Danville, VA	<a href="http://danville-va.gov">danville-va.gov</a>
Caddo Parish, LA	<a href="http://caddo.org">caddo.org</a>	Webster, TX	<a href="http://cityofwebster.com">cityofwebster.com</a>

### Recognition

**Integrator**

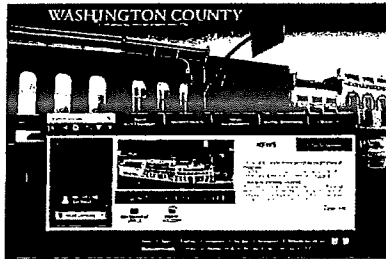


**HORIZON**  
INTERACTIVE AWARDS



## High-Impact, Custom Designs Created Specifically for Your Community

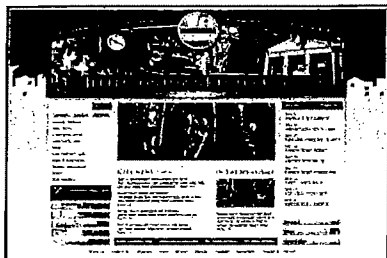
Our programmers implement our designers work – not the other way around – so options for a unique site are endless. Designs that truly represent your unique image, message and brand come through extensive access to and consultation with our design team. Our portfolio demonstrates our graphic designers' vast creative abilities and styles. Additional examples can be provided upon request or can be viewed at [www.CivicPlus.com/designs](http://www.CivicPlus.com/designs).



### Washington County, OH – [www.washingtongov.org](http://www.washingtongov.org)

**Design Details:** Washington County's history shines through in this simple yet sophisticated design. An intuitive layout guides the user to important information while fostering ease of use among the community.

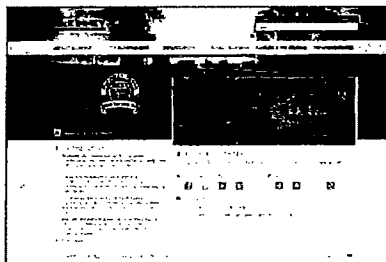
**Also Look For:** Mouse-over buttons and click through scrolling menus guide you easily to popular features within this homepage.



### Jeffersontown, KY – [www.jeffersontownky.com](http://www.jeffersontownky.com)

**Design Details:** Jeffersontown's website does a great job showing off the amenities offered in the State of Kentucky. The design color scheme is a reflection of their branding and seal.

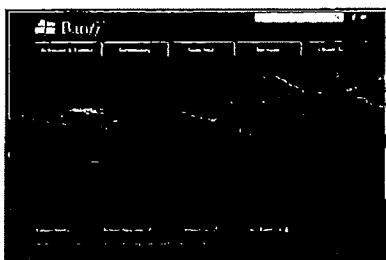
**Also Look For:** The use of the ePayment module and Code Red integration.



### McKinney, TX - [www.mckinneytexas.org](http://www.mckinneytexas.org)

**Design Details:** Straightforward navigation coupled with an uncluttered homepage and subtle color scheme make the user experience an enjoyable – and easy – one.

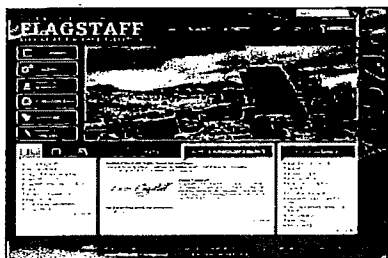
**Also Look For:** McKinney's Economic Development Corporation and Convention & Visitors Bureau subsites.



### Banff, AB – [www.banff.ca](http://www.banff.ca)

**Design Details:** Client wanted a minimalist website design. The top banner features pop-out navigation. Simple homepage for ease of search and navigation.

**Also Look For:** Extensive use of Calendar and Citizen Request Tracker modules.



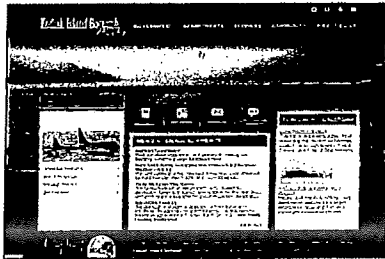
### Flagstaff, AZ – [www.flagstaff.az.gov](http://www.flagstaff.az.gov)

**Design Details:** Flagstaff fosters community engagement by providing a simple and clean navigation structure. The beautiful landscape imagery is a reflection of a unique natural formation that dominates the landscape.

**Also Look For:** The "E-Services" section enables the user to monitor their utility account and pay bills as well as view streamed city meetings right from the comfort of their homes.



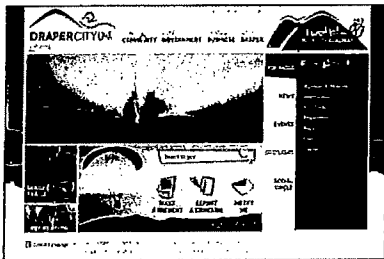
## Designs Continued...



### Kodiak, AK – [www.kodiakak.us](http://www.kodiakak.us)

**Design Details:** Kodiak Island's uncluttered layout draws the user's attention to important community news and announcements. The site's subtle color scheme highlights the beauty of the magnificent scenery.

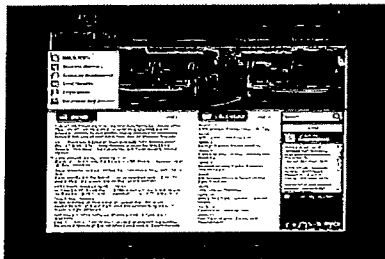
**Also Look For:** "Find It Quick" mega menu section making online services and answers to questions available with one click.



### Draper, UT – [www.draper.ut.us](http://www.draper.ut.us)

**Design Details:** This simple yet elegant design goes to the heart of the culture in this community – a community focused on preserving its unique identity and heritage.

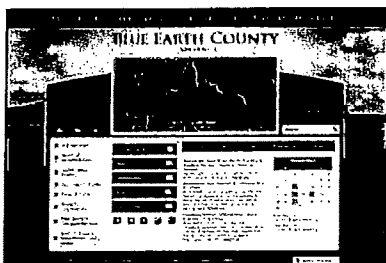
**Also Look For:** The extensive use of the Facilities module for parks and trails, as well as department header packages for the Draper Amphitheater and Police Department.



### Litchfield Park, AZ – [www.litchfield-park.org](http://www.litchfield-park.org)

**Design Details:** A great example of how a "dark" website can still be robust and appealing to the eye.

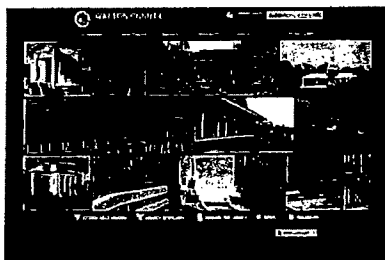
**Also Look For:** Hover over the "Citizen Center" and take a look at the Mega Menu linking the public to loads of community information.



### Blue Earth County, MN – [www.blueearthcountymn.gov](http://www.blueearthcountymn.gov)

**Design Details:** "Effectively and efficiently delivering essential services" perfectly describes Blue Earth County's appealing web design. Bold blue colors and panoramic images burst from the page to highlight the beauty of the area.

**Also Look For:** The use of social media integration and library sub-site.



### Walton County, FL – [www.co.walton.fl.us](http://www.co.walton.fl.us)

**Design Details:** Beautiful community images and a unique page design invite the user to explore the county's services, check the current beach conditions, and catch up on the news – in just one click.

**Also Look For:** The use of the CivicPlus Frequently Asked Question module and Google Translation Tool.

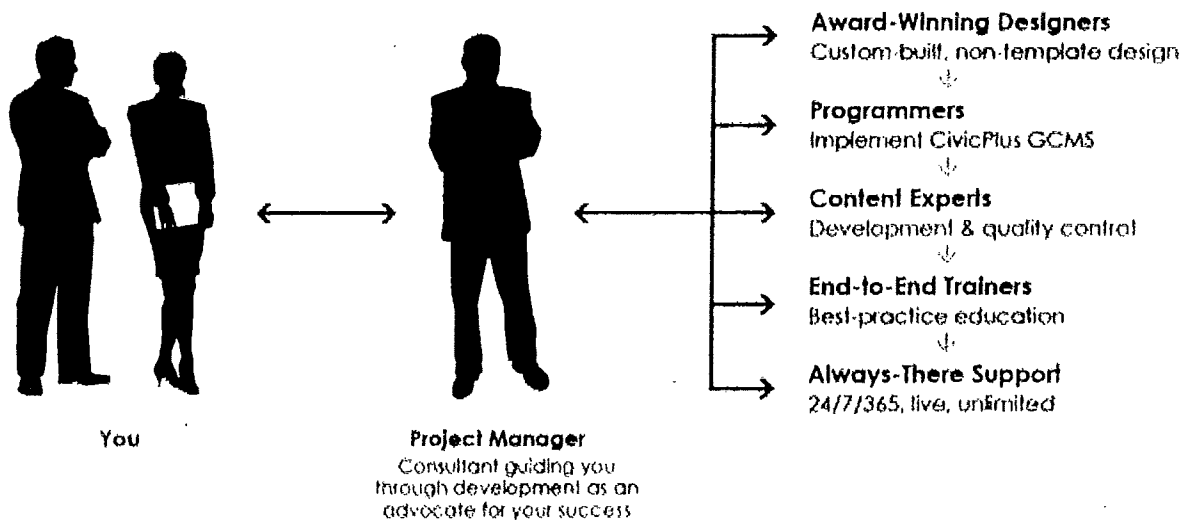


## Let Our Experts Be Your Trusted Advisors

Only CivicPlus offers the depth and breadth of staff for next-generation eGovernment communication projects. Depending on the size of and duration of your project and whether you utilize our creative, branding and advisory consulting teams, we will engage between six to 11 experienced staff members.

Utilizing his strong technology background, your dedicated senior regional sales manager, Danny Elmore, initially works with you to determine the best solutions for your administrative users and website visitors.

A member of our seasoned project management team oversees the inter-departmental and client interactions, assuring that your project will be developed in a timely manner by professional website experts. Using their knowledge of effective online citizen engagement techniques – with specific case studies and examples – they will ensure the process transitions smoothly from phase to phase. After the completion of each phase, you will be encouraged to fill out a survey rating the project process as well as CivicPlus personnel. The CEO receives the surveys and is personally accountable for your satisfaction, which we guarantee, or we'll refund your money.



### A Process Dedicated to Helping You Succeed

Upon completion of a custom design, setup of the website, development of modules, content development and quality control review, your trainer works to ensure your staff masters the simple Government Content Management System (GCMS®) and learns basic website usability concepts. Your new site is then launched and your support calls are handled by our Client Care Department.

### Your Role

Your role during the project will be to answer questions, provide input, gain your staff's feedback to complete forms and provide necessary information so CivicPlus can develop recommendations for your design, navigation and content. Your project manager will explain the work required to achieve your goals. Pre-project, on-site strategic planning sessions can be added to the project at an additional cost.

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*"A company is created by its people. The CivicPlus staff is phenomenal. CivicPlus is going to understand what your town means to you and your residents and how you want your town or city to appear. They are just as passionate about promoting your area as you are."*

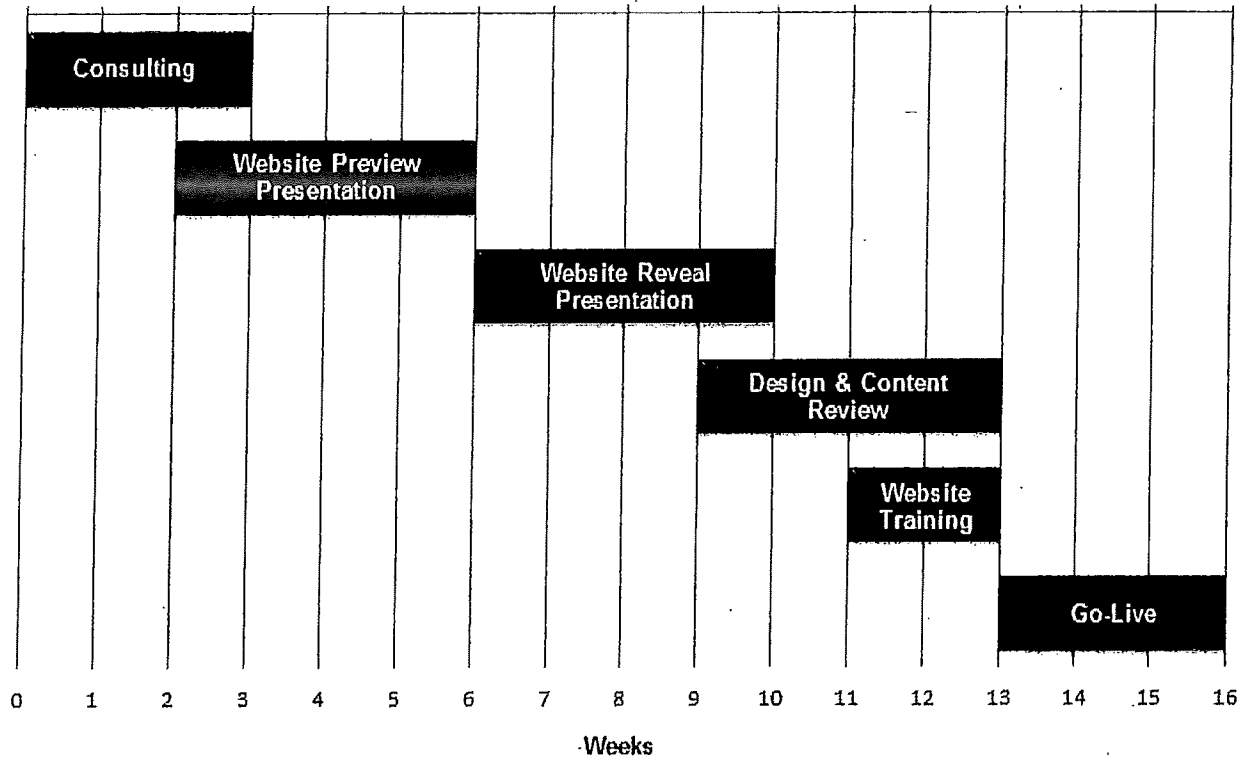
*-Karen McGrath, Castle Rock, Colorado*

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## Our Project Development Approach

Consulting, design, usability guidance, programming, secure hosting and dedicated training -- CivicPlus delivers all of this and more during the development of your new website.



Typical Project Timeline	Timeline
<b>Phase 1 - Consulting (may vary with on-site meetings)</b> Includes: Needs assessment, best practices and takeaways assigned.	4-5 weeks
<b>Phase 2 - Website Preview Presentation</b> Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned.	3-5 weeks
<b>Phase 3 - Website Reveal Presentation</b> Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and takeaways assigned.	3-4 weeks
<b>Phase 4 - Customized Website Training (varies based upon amount of content)</b> Includes: Customized to give your staff the skills they need to maintain your website.	3-4 week
<b>Phase 5 - Go Live</b>	3-4 weeks
<b>Website Launch</b>	16 -22 Weeks (On Average)

We rarely supply a custom timeline in our proposal responses. Working together, we want to ensure a realistic timeline is available to meet your specific goals. Through the outline of our proven development model provided in this proposal, development timelines can be estimated based on the date of the project's initiation.



## Responsive Design

Design is not only about reflecting your community's unique personality, but also about the citizen experience. Every day, more users visit websites using tablets and mobile devices than ever before. Those users are looking for the same content and features available on the full website – CivicPlus' responsive design capabilities open the door for a truly device-independent experience.

Through dynamic resizing of graphics and architectural elements, responsive CivicPlus sites alter their presentation to fit whatever devices citizens are using to access the content – mobile devices, tablets, laptops and desktops. There's no need for separate mobile versions of the website that may limit the amount of content that can be displayed. A responsive site covers all devices and all screen sizes. This means more than a trendsetting way to view content; it means accessibility and communicating with your citizens in the ways they expect.

In addition to responsive design, CivicPlus can meet your accessibility needs through a number of other methods, including custom mobile applications for specific smartphone or tablet operating systems and our advanced mobile detect and display technology, MuniMobile. Your project teams will consult with you regarding the possibilities of all options, ensuring your new site meets both your needs and your citizens' expectations.

## Ongoing Training & Support Opportunities

We want your website to be an investment that holds its value over time rather than a big expense that you have to budget for every few years.

We apply this same thinking to our approach toward training and support, too. After the launch of your website you should be able to keep current staff as well as new-hires trained and supported as they update and maintain your site. CivicPlus offers ongoing training and support, as well as the incredible resource of more than 1,600 other municipalities that use the CivicPlus Government Content Management System (GCMS®). Stay up to date and always informed with unlimited access to the CivicPlus Connection.



When you join the CivicPlus community, you're connecting with our entire staff as well as a network of more than 1,600 cities, counties and other government entities that use the CivicPlus solution. CivicPlus Connection – a social network for CivicPlus users – invites our customers to engage us and each other even more!

By logging onto CivicPlus Connection, you can:

- Earn different levels of CivicPlus certification, from contributor to webmaster, at our online testing center
- Access online training manuals and videos to learn the tips, tricks and processes to become the expert at creating the best website for your users in the CivicPlus University section
- Attend webinar series for refresher trainings or for sneak peeks at the newest features and functionality in development
- Try to stump the CivicPlus trainers with a question
- Share ideas and contribute to bettering our community through opinion polls, surveys and group discussions
- Stay up to date on the latest trends in web technology, design and government processes through blogs, webinars and informational updates tailored to local government professionals
- Access our always-available online support center for our clients
- Signup to be a part of the CivicPlus beta testers to get your hands on the newest features and functionality first

The CivicPlus Connection is another exciting benefit to the CivicPlus client experience and available only for clients who have been through initial training.



## Resource Center

With CivicPlus, you will discover a team of people ready to help you at any time. We are not just with you for the development, design and launch – we will be here year after year to respond to new needs and new opportunities for you to build your site into the best site it can be.

### Community Engagement Consultants

CivicPlus has a team of Community Engagement Consultants to help you implement the tools needed to successfully meet the level of Community Engagement that you desire. Upon website Go Live, you will have a dedicated member of this team to help you keep up on new CivicPlus products and optimize your site. This specialized team member can provide you with further information on how to engage your citizens, utilizing the tools that CivicPlus has put into place on your new website.

### Around-the-Clock Technical Support

Our support personnel are ready to answer your staff members' questions and ensure their confidence in using our site. When you choose CivicPlus, our knowledgeable staff is available from 7 a.m. to 7 p.m. (CST) to field your calls and emails, and emergency services are available after regular hours with our on-call staff 24-hours a day.

In addition to fielding support requests, CivicPlus is proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity and the internet in general, our personnel often identify and correct issues before they even affect our clients' websites. Our expertise in website management provides assurance to our clients that their site is in good hands.

Maintenance & Support Includes:	
Support	Maintenance of CivicPlus Application & Modules
7 a.m. – 7 p.m. (CST) Mon. – Fri. (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response During Normal Hours Usability Improvements Integration New and Upgraded Services Proactive Support for Updates and Fixes Online Training Manuals Monthly Newsletters Phone Consulting CivicPlus Connection	Install Service Patches for OS Upgrades Fixes Improvements Integration Testing Development Usage License

### Automatic CivicPlus Software & Module Updates

All CivicPlus customers receive the benefits of new features and upgrades that we add to our ever-growing Government Content Management System (GCMS®). The core of the CivicPlus product offering grows with you and your community, ensuring that your site never grows stale and that your website is truly an investment.

### Mobile Website Detection & Browsing

Mobile browsing is automatically available with a CivicPlus-developed website, meaning your residents can easily access and refresh your site and its important content from any mobile platform, such as their iPhones, Androids, Blackberrys, etc.

### Software Licensing

No programs or software are necessary to install, meaning you and your staff can update the site from any internet connection or platform (Mac or PC) at any time. The city of Everett will *not* pay money per seat to install software. You can have an unlimited number of users in the system. Citizens Request Tracker is limited to 5 users; additional user licenses may be purchased.



## CivicPlus Project Development

All Quotes are Valid for 2014.

<b>Project Development and Deployment</b>	
<i>Initial GCMS® upgrades, maintenance, support and hosting – no additional cost</i>	<b>\$79,058</b>
<i>Server Storage not to exceed 100 GB</i>	
<b>Total Fees Year 1</b>	<b>\$79,058</b>

With CivicPlus' Annual Services, you'll enjoy redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, unlimited upgrades, recurring training, and access to the CivicPlus community. Protecting your investment is important, and our Annual Services allow you to receive maximum benefit at minimal cost. Over the course of a year, you'll receive software upgrades, maintenance and optimization. Additionally, your staff will have full access to our support staff, ensuring that they're always up to date on our latest features and functionality.

<b>Annual Services (Continuing GCMS® Upgrades, Maintenance, Support and Hosting)</b>	<b>\$12,609</b>
<i>Billed 12 months from contract signing; subject to annual 3% increase year 3 and beyond</i>	

### Optional Multi-Year Payment Plan – CivicPlus Advantage

CivicPlus Advantage offers local governments an alternative payment plan that eases the impact of a new website on your budget and **spreads the one-time project development costs over a longer period of time.**

Through a minimum three-year contract, CivicPlus Advantage dramatically lowers the one-time project development and start-up costs of launching a new website, **combining one-time and recurring fees and spreading them over the life of the contract.**

<b>CivicPlus Advantage</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>4th Year</b>
Annual Recurring Fees	\$34,759	\$34,759	\$34,759	\$12,987





### **The CivicPlus Recurring Redesign**

At CivicPlus, we realize that over time, you might decide that you want to change your design by giving it a visual refresh, so to speak. On average, we have noticed that clients tend to request a redesign about every four or five years in the life of a typical government website.

But instead of starting completely over from scratch with a new website rebuild, CivicPlus has an option that can not only help save you time and effort, but *lots* of money too!

At the end of your fourth year of continuous service with us, you are eligible to receive a website redesign with no further out-of-pocket expense. The cost of the redesign is included in your annual fees each year, giving you the knowledge that your website design will never become stale and that you'll never have to build your site from the ground up again!

#### **The CivicPlus Redesign Option Includes:**

- New CivicPlus Basic Redesign
- Redevelop banner
- Up to three graphic buttons to promote special services
- Redevelop navigation method (may choose top drop-down or other options)
- Select color scheme to match new graphics
- Design setup – wireframe
- Print this page option
- Email this page option
- Breadcrumbs
- Sitemap
- Redevelop graphic elements of website (Newsflash, FAQs, Calendar, etc.)
- Project management
- Testing
- Review
- Content migration – Includes retouching of all existing pages on the redesigned website to ensure proper formatting, menu structure, and application of new site styles. Note: Content will be rewritten or pages broken up (shortened or resectioned) during this process to reflect best web usability practices.
- Site styles and page layouts will be touched so all pages match the new design and migrate cleanly

**Project Development**

<b>Kick-Off Meeting</b> <u>Deliverable:</u> Project Timeline, training jump start and worksheets	<b>Included</b>
<b>Phase 1: Consulting</b> <u>Deliverable:</u> Needs assessment, best practices and worksheets	<b>Included</b>
<b>Phase 2: Website Preview Presentation</b> <u>Deliverable:</u> Website layout and mood board will be presented for your approval	<b>Included</b>
<b>Phase 3: Website Reveal Presentation</b> <u>Deliverable:</u> Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	<b>Included</b>
<b>Phase 4: 40 Hours Interactive Webinar Training</b> <u>Deliverable:</u> Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	<b>Included</b>
<b>Phase 5: Go Live</b> <u>Deliverable:</u> Content migrated from current primary site to new site based on best practice recommendations. Custom website. Registration of site with all major search engines. <i>Note: Content from sites other than the primary site can be migrated to the new primary site for an additional fee.</i>	<b>Included</b>
<b>Additional Functionality</b>	
Google Translation Tool	<b>Included</b>
<b>Options Included in One-Time Fee</b>	
<b>Content Consultation</b> Three days on-site, up to six departments per day. <i>Quote includes travel expenses.</i> A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance. <u>Deliverable:</u> A comprehensive report on evaluation of current content (placement, length, style and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions	<b>Included</b>
<b>Subsite (1)</b>	<b>Included</b>
<b>Department Header Package (2)</b>	<b>Included</b>
<b>Unlimited Citizen Request Tracker Users</b>	<b>Included</b>
<b>LDAP Integration</b>	<b>Included</b>



## Optional Project Enhancement

Options	One-Time Fee
<p><b>Pre-Implementation: On-Site Kick-Off Meeting</b> Three days on-site. <i>Quote includes travel expenses.</i></p> <p>A consultation package concentrating on your website committee's design goals, audience goals and meet with departments to kick-off with a project overview.</p> <p><u>Deliverable:</u> A document summarizing the meetings, with analysis and recommendations. Design information gathered.</p>	Optional \$10,000
<p><b>Phase 1: Process Roadmap Consultation</b> Three days on-site. <i>Quote includes travel expenses</i></p> <p>A consultation package concentrating on evaluation of processes for customer and citizen services. Designed to fit specific client needs in management of the website design and creation process on the client side.</p> <p><u>Deliverable:</u> A comprehensive report of current citizen-facing practices and citizen/customer-facing processes, recommendations for improving quality and efficiency of government-to-citizen and government –to-customer relations and processes, a follow-up report reviewing the results of implemented suggestions.</p>	Optional \$10,000
<p><b>Phase 1: Citizen Engagement/Website Marketing Suite</b> Three days on-site. <i>Quote includes travel expenses.</i></p> <p>This consultation will focus on creating a strategic marketing plan for the new website directed at your main public-facing stakeholders (citizens, visitors and businesses) in an effort to increase awareness of the site and increase interaction with the site's functionality. We will work with you to create a custom plan for advertising and driving traffic to your website geared toward capturing and building upon the momentum gained in the days and weeks that follow the new site's launch.</p> <p><u>Deliverable:</u></p> <ul style="list-style-type: none"> <li>• <b>Strategic Initiatives:</b> A strategic marketing plan aimed to increase awareness of the site and increase interaction with the site's functionality using targeted marketing tactics, a recommended plan of action for implementing new site and tools, a follow-up report reviewing the results of implemented suggestions.</li> <li>• <b>PR Services:</b> Press release development, distribution and measurement, letter to local library development, letter to request dedicated link development, how to guide – approach local paper, how to guide – invite local media.</li> <li>• <b>Social Media Services:</b> Consultation and recommended posts, Facebook update examples, how to guide – respond to social media.</li> </ul>	Optional \$10,000
<p><b>Phase 1: Public Engagement Evaluation</b> Two days on-site. <i>Quote includes travel expenses.</i></p> <p>A consultation package concentrating on evaluation the satisfaction of citizens/customers regarding the current website and online services. A survey will be conduct to discover general levels of satisfaction, desired site functions, features and tools, current tools features or functions that are not considered valuable or need altered.</p> <p><u>Deliverable:</u> A follow-up report containing findings of current engagement level along with recommendations and roadmap for getting to the desired level of engagement.</p>	Optional \$7,800
<p><b>Phase 1: Website Design Consultation</b> Two days off-site – conducted remotely.</p> <p>A consultation package concentrating on evaluating the form and function of the current website design and potential problems therein.</p> <p><u>Deliverable:</u> A comprehensive report on all findings regarding the current site design, recommendations and roadmap for implementing the design to meet your overall</p>	Optional \$3,600



goals, a follow-up report reviewing the results of implemented suggestions.	
<b>Phase 1: Intranet Consultation</b> Three days on-site. <i>Quote includes travel expenses.</i> A consultation package concentrating on evaluating and improving current functions of interdepartmental relations and recommendations for increasing effectiveness through the use of all available web tools. <u>Deliverable:</u> A comprehensive report on all findings regarding the current intranet system being used and success rate of current system functions, a detailed plan for making improvements and adapting the intranet system to your needs, a follow-up report reviewing the results of implemented suggestions.	Optional \$10,000
<b>Phase 5: Consolidation of Identified External Site – Full Content, less than 100 pages</b> An option that allows for pages of content to be migrated from sites other than the current primary site to the new primary site. Migration of top-level navigation is included.	Optional \$2,450
<b>Phase 5: Consolidation of Identified External Site – Full Content, more than 100 pages, 50 page block</b> An option that allows for pages of content to be migrated from sites other than the current primary site to the new primary site. Migration of top-level navigation is included.	Optional \$1,400 per block
<b>Phase 4: xx Days of Customized On-Site Implementation Training</b> for up to 12 employees <i>Quote includes travel expenses (\$80 per person per day for the 13th attendee and beyond)</i>	Optional \$XX
<b>Phase 4: xx Hours Customized Interactive Webinar Training</b> for up to 6 employees <i>Quote includes free use of up to 6 webcams and headsets</i>	Optional \$XX
<b>Phase 4: Training/Consulting</b> Two days on-site Review website with department administrators and provide additional time for basic learners. Review website procedures. Must be held concurrently with original on-site training session.	Optional \$7,800
<b>Post-Training: Website Presentation</b> Two days of on-site meetings to present website to stakeholders. <i>Quote includes travel expenses.</i>	Optional \$7,800
<b>Post-Training: Three-Month Checkup Held</b> three months after go-live, includes two days on-site of additional consultation/training. <i>Quote includes travel expenses.</i>	Optional \$7,800
<b>Post-Training: Three Day Annual Refresher</b> One day on-site consultation, two days on-site refresher/advanced training. <i>Quote includes travel expenses.</i>	Optional \$10,000
<b>Post Go-Live: 50 Pages of Additional Content</b>	\$1,450
<b>Virtual Webmaster: Five Hours of Content Updates</b> per month.	Optional \$5,700 Annual Minimum
<b>Annual Recurring Training: Training on new functionality and services</b> <u>Deliverable:</u> <ul style="list-style-type: none"> <li><b>New User Training:</b> A three-hour training for new users to learn basic features of the GCMS®.</li> <li><b>Refresher Training/New Module Training:</b> A three-hour session designed to refresh existing users as well as to train them on new modules.</li> <li><b>New Feature Overview:</b> A three-hour session designed to make users aware of recently released modules and features.</li> <li><b>Website Review Consulting:</b> An hour-long, in-depth review of the client website followed by a two-hour session with client users.</li> </ul>	Optional \$2,000 Annually



Functionality Options	One-Time	Annual
GoCitizen Pro Custom Mobile App (iOS & Android)	\$4,500	\$1,200
Department Header Package – includes up to 20 pages of content migration <i>(No annual fee in the first year; annual fees starts in second year)</i>	\$3,500	\$650
Human Resource Management System (HRMS) – Applicant Tracking <u>Key features include:</u> Assessment lists, social media integration, career portal, resume parsing, candidate source capture, job management, job requisitions, job sourcing metrics, application management, candidate management, reporting, profile metrics, e-mail tool, cost-per-hire metrics, candidate routing, background check integration. <i>(Annual subscription fee is subject to an annual 5% increase year 3 and beyond)</i>	n/a	\$13,995
HRMS – Applicant Tracking Lite <u>Key features include:</u> Assessment lists, social media integration, career portal, resume parsing, candidate source capture, one (1) free custom job application. <i>(Annual subscription fee is subject to an annual 5% increase year 3 and beyond)</i>	n/a	\$4,495
HRMS – Onboarding Employee onboarding module streamlines the process with our intuitive user interface, solid business logic, strong auditing and great customer support. <i>(Annual subscription fee is subject to an annual 5% increase year 3 and beyond)</i>	n/a	\$3,995
Language Translation (hand translation, priced per single language)	\$125/page or \$1,000/10 pages	n/a
Media Center with Live Streaming Video (10GB of server storage included)	\$1,000	\$1,000
Subsite – includes up to 20 pages of content migration <i>(No annual fee in the first year; annual fees starts in second year)</i>	\$8,000	\$1,575



**Project Development and Deployment Includes the Following:**

<b>Modules</b>		<b>Functionality</b>
<ul style="list-style-type: none"> <li>• Agenda Center</li> <li>• Alerts Center &amp; Emergency Alert Notification</li> <li>• Archive Center</li> <li>• Bid Postings</li> <li>• Blog</li> <li>• Business/Resource Directory</li> <li>• Calendar</li> <li>• Carbon Calculator</li> <li>• Citizen Request Tracker™ (5 users)</li> <li>• Community Connection</li> <li>• Community Voice™</li> <li>• Document Center</li> <li>• ePayment Center</li> <li>• Facilities &amp; Reservations with Activities</li> <li>• Frequently Asked Questions</li> <li>• Forms Center</li> <li>• Healthy City</li> <li>• Intranet</li> <li>• Job Postings</li> <li>• My Dashboard</li> <li>• News Flash</li> <li>• Notify Me® with CivicSend Email &amp; 500 SMS Text Subscription</li> <li>• Online Job Application with 1 Generic Application</li> <li>• Opinion Poll</li> <li>• Photo Gallery</li> <li>• Postcard</li> <li>• Quick Links</li> <li>• Real Estate Locator</li> <li>• Spotlight</li> <li>• Staff Directory</li> </ul>		<ul style="list-style-type: none"> <li>• Action Items Queue</li> <li>• Audit Trail / History Log</li> <li>• Automated PDF Converter</li> <li>• Automatic Content Archiving</li> <li>• Content Library (Content Templates)</li> <li>• Dynamic Breadcrumbs</li> <li>• Dynamic Sitemap</li> <li>• Expiring Items Library</li> <li>• Graphic Link Administration</li> <li>• Links Redirect and Broken Links Finder</li> <li>• Menu Management</li> <li>• Mouse-over Menu Structure</li> <li>• MuniMobile™ (Mobile Website Browsing)</li> <li>• Online Editor for Editing and Page Creation (WYSIWYG)</li> <li>• Online Web Statistics</li> <li>• Printer Friendly/Email Page</li> <li>• Rotating Content</li> <li>• RSS</li> <li>• Search Engine Registration</li> <li>• Site Layout Options</li> <li>• Site Search &amp; Entry Log</li> <li>• Slideshow</li> <li>• Social Media Integration (Facebook, Share and Twitter)</li> <li>• User &amp; Group Administration Rights</li> <li>• Web Page Upload Utility</li> <li>• Website Administrative Log</li> </ul>
<b>Support</b>	<b>Maintenance of CivicPlus Application &amp; Modules</b>	<b>Hosting</b>
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response During Normal Hours Usability Improvements Integration New & Upgraded Services Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Phone Consulting CivicPlus Connection	Install Service Patches for OS Upgrades Fixes Improvements Integration Testing Development Usage License	Shared Web/SQL Server DNS Consulting & Maintenance Monitor Bandwidth-Router Traffic Redundant ISP Redundant Cooling Diesel Powered Generator Daily Tape Backup Intrusion Detection & Prevention Antivirus Protection Upgrade Hardware



## Hosting & Security Features

CivicPlus' Network Operations Center – based in Kansas City, MO – is set up specifically for website hosting and administration. Redundant power sources and internet access ensure consistent and stable connections, and regular hardware upgrades make certain that CivicPlus-hosted sites are maintained on up-to-date, reliable equipment.

Hosting With CivicPlus Includes:	
<ul style="list-style-type: none"> <li>• Shared Web/SQL Server</li> <li>• DNS Consulting and Maintenance</li> <li>• Monitor Bandwidth-Router Traffic</li> <li>• Redundant ISP</li> <li>• Redundant Cooling</li> </ul>	<ul style="list-style-type: none"> <li>• Natural Gas Powered Generator</li> <li>• Nightly Tape Backup</li> <li>• Intrusion Detection and Prevention</li> <li>• Antivirus Protection</li> <li>• Hardware Upgrades</li> </ul>

<b>Physical Security</b>	<ul style="list-style-type: none"> <li>• Biometric access</li> <li>• Proximity card key system prevents unauthorized access to servers</li> <li>• High-resolution, closed-circuit video with time lapse recording covering secured areas</li> <li>• All visitors require a full-time escort within hosting area</li> <li>• Redundant cooling systems</li> </ul>
<b>Power</b>	<ul style="list-style-type: none"> <li>• All systems fed by uninterruptible power supplies (UPSs) with diesel-powered generator backup</li> </ul>
<b>Bandwidth</b>	<ul style="list-style-type: none"> <li>• 1GB burstable internet capability with option to expand</li> <li>• Multiple carriers to provide redundancy for continuous connectivity – including MCI/Verizon, Hurricane Electric and Cogent</li> <li>• AT&amp;T: 45Mbps fiber optic network</li> <li>• Cox: 100Mbps fiber optic network</li> <li>• BGP internet routing; continuously monitor and manually balance internet load between carriers for optimal speed</li> </ul>
<b>Monitoring</b>	<ul style="list-style-type: none"> <li>• Round-the-clock (24/7/365) monitoring of all critical components, including: internet connectivity, servers, routers, switches and power systems</li> </ul>
<b>Backup</b>	<ul style="list-style-type: none"> <li>• Tape backup performed daily</li> <li>• Off-site tape archive</li> </ul>
<b>Antivirus</b>	<ul style="list-style-type: none"> <li>• Continuously scan system</li> <li>• Signature files auto-updated every 4 hours from national registry</li> </ul>
<b>Data Security</b>	<ul style="list-style-type: none"> <li>• Server operating systems applied as necessary</li> <li>• Router level port blocking and reporting</li> <li>• Router level packet filtering and reporting</li> <li>• Server level port blocking and logging</li> <li>• Ongoing security analysis by Cisco security specialist</li> </ul>
<b>Data Redundancy</b>	<ul style="list-style-type: none"> <li>• RAID Level 5 data storage array</li> <li>• RAID 1 + 0</li> </ul>
<b>Intrusion Detection</b>	<ul style="list-style-type: none"> <li>• Redundant Palo Alto Advanced Services Firewalls</li> </ul>
<b>Staff Certifications</b>	<ul style="list-style-type: none"> <li>• Full-time electrical engineers (EE)</li> <li>• Full-time Microsoft-certified systems engineers (MCSE)</li> <li>• Full-time Cisco-certified network associates (CCNA)</li> <li>• Full-time Cisco-certified network professionals (CCNP)</li> </ul>



## Conclusion

As your website committee narrows the search for a partner to create the website for the city of Everett, CivicPlus would like to be your partner of choice.

Our experienced and knowledgeable professionals are committed to creating the communication infrastructure that the city of Everett desires.

- Your city will have access to the most experienced staff in the municipal website management market, and your project team will work with you to create a unique and engaging site that reflects your community.
- CivicPlus will remain a trusted advisor and support resource after the site launches; the city of Everett will always have access to government communication experts.
- Your site will grow and change with you as industry trends and technology change. CivicPlus will ensure that your website is on the cutting edge – *always*.

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We have the expertise to help your city work better, help citizens help themselves and build a website both you and your citizens will use.

Our promise: To build a website that increases your number of visitors by 50% or 100% of your money back.  
Guaranteed.

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